

CLAIMS:

1-17. (cancelled)

18. (Currently Amended) A mobile terminal, for use in a broadcasting system comprising a ~~receiver for receiving broadcast information from the~~ broadcast station and a management system, the mobile terminal comprising:

~~receiver~~ interactive device interface that specifically configured to communicates with the receiver ~~an interactive device for to receive~~ receiving the broadcast information from the receiver broadcast station;

inter active device control configured to instruct the interactive device via the interactive device interface to control reception and reproduction of the broadcast information by the interactive device and forwarding of selected information in the broadcast information to the mobile terminal from the interactive device;

user interface that configured to interacts with a user of the mobile terminal to generate a user request in relation to the broadcast information, wherein the user request is receivable by a ~~the~~ management system so that the mobile terminal receives from the management system incentive information for promoting a service; and

mobile communication network interface that configured to communicates via a mobile communication network with a service facility that provides the service in order to receive the promoted service from the service facility.

19. (Currently Amended) The mobile terminal of claim 18, wherein the user request is sent to the management system via the ~~receiver~~ interactive device at an instruction from the mobile terminal.

20. (Currently Amended) The mobile terminal of claim 18, wherein the incentive information is received by the ~~receiver~~ interactive device interface via the receiver interactive device at an instruction from the mobile terminal.

21. (Previously Presented) The mobile terminal of claim 18, wherein the incentive information is received by the mobile communication network interface via the mobile communication network.

22. (Previously Presented) The mobile terminal of claim 18, wherein the user request is sent to the management system by the mobile communication network interface via the mobile communication network.

23. (Previously Presented) The mobile terminal of claim 22, wherein the broadcast information comprises a network address of the management system, and the mobile communication network interface sends the user request to the network address.

24. (Previously Presented) The mobile terminal of claim 18, further comprising a memory for storing personal information, wherein the personal information is communicated to the management system, along with the user request.

25. (Previously Presented) The mobile terminal of claim 18, wherein the user request comprises a form, and the user interface comprises a keypad for inputting data into the form.

26. (Currently Amended) The mobile terminal of claim 18, wherein the incentive information from the management system comprises a request ~~for the service from~~ requesting the service facility to render the promoted service.

27. (Previously Presented) The mobile terminal of claim 18, wherein the incentive information from the management system comprises a redeemable promotion for the service from the service facility.

28. (Currently Amended) The mobile terminal of claim 18, wherein the user request comprises a qualification for the user to receive the incentive information.

29. (Previously Presented) The mobile terminal of claim 18, wherein, after receiving the incentive information, the mobile communication network interface communicates at least a part of the incentive information to the service facility via the mobile communication network.

30. (Currently Amended) The mobile terminal of claim 18, wherein the ~~receiver~~ interactive device comprises a set-top box, and the ~~receiver~~ interactive device interface comprises a set-top box interface.

31. (Currently Amended) A method for distributing service incentive information to a mobile terminal in a broadcasting system comprising a broadcast station, the method being implemented at the mobile terminal and comprising the steps of:

~~communicating~~ establishing communication with a receiver ~~an interactive device~~ so that the mobile terminal receives broadcast information from the receiver ~~the broadcast station via an interactive device interface which is provided for the mobile terminal and specifically configured to communicate with the interactive device;~~

instructing the interactive device via the interactive device interface to control reception and reproduction of the broadcast information by the interactive device and forwarding of selected information in the broadcast information to the mobile terminal from the interactive device;

interacting with a user of the mobile terminal to generate a user request in relation to the broadcast information, wherein the user request is receivable by a management system so that the mobile terminal receives from the management system incentive information for promoting a service; and

communicating via a mobile communication network with a service facility that provides the service, in order to receive the promoted service from the service facility.

32. (Currently Amended) The method of claim 31, further comprising sending the user request to the management system via the ~~receiver~~ interactive device at an instruction from the mobile terminal.

33. (Currently Amended) The method of claim 31, further comprising receiving the incentive information via the ~~receiver~~ interactive device.

34. (Previously Presented) The method of claim 31, further comprising receiving the incentive information via the mobile communication network.

35. (Previously Presented) The method of claim 31, further comprising sending the user request to the management system via the mobile communication network.

36. (Previously Presented) The method of claim 35, wherein the broadcast information comprises a network address of the management system, and sending the user request to the management system comprises sending the user request to the network address.

37. (Previously Presented) The method of claim 31, further comprising communicating personal information of the user to the management system, along with the user request.

38. (Previously Presented) The method of claim 31, wherein generating the user request comprises inputting data into a form.

39. (Currently Amended) The method of claim 31, wherein the incentive information from the management system comprises a request ~~for the service from~~ requesting the service facility to render the promoted service.

40. (Previously Presented) The method of claim 31, wherein the incentive information from the management system comprises a redeemable promotion for the service from the service facility.

41. (Currently Amended) The method of claim 31, wherein the user request comprises a qualification for the user to receive the incentive information.

42. (Previously Presented) The method of claim 31, further comprising communicating at least a part of the incentive information to the service facility via the mobile communication network.

43. (Currently Amended) A management system for distributing service incentive information to a mobile terminal in a broadcasting system comprising a ~~receiver for receiving broadcast station for broadcasting~~ broadcast information ~~from the broadcast station,~~ comprising:

user request receiver that receives a user request from an interactive device which receives and reproduces the broadcast information from the broadcast station under control is generated by a of the mobile terminal, wherein the user request is generated by the mobile terminal in relation to the broadcast information ~~the mobile terminal received by the interactive~~

devices and forwarded to the mobile terminal from the interactive device receiver at an instruction from the mobile terminal;

incentive information generator responsive to the user request to generate incentive information for promoting a service; and

incentive information transmitter that transmits the incentive information to the mobile terminal so that a user of the mobile terminal uses the incentive information ~~when to receiving~~ receive the promoted service from a service facility via a mobile communication network.

44. (Cancelled)

45. (Currently Amended) The management system of claim 43, wherein incentive information transmitter sends the incentive information to the mobile terminal via the ~~receiver~~ interactive device.

46. (Previously Presented) The management system of claim 43, wherein the incentive information transmitter sends the incentive information to the mobile terminal via the mobile communication network.

47. (Cancelled)

48. (Currently Amended) The management system of claim ~~47~~ 43, wherein the broadcast information comprises a network address of the management system, and the mobile terminal sends the user request to the network address.

49. (Currently Amended) The management system of claim 43, wherein the user request receiver receives personal information of the user~~[[,]]~~, along with the user request.

50. (Currently Amended) The management system of claim 43, wherein the incentive information comprises a request ~~for the service from~~ requesting the service facility to render the promoted service.

51. (Currently Amended) The management system of claim 43, wherein the incentive information comprises a redeemable promotion for the service from the service facility.

52. (Currently Amended) The management system of claim 43, wherein the user request comprises a qualification for the user to receive the incentive information.

53. (Currently Amended) The management system of claim ~~51~~52, wherein the incentive information generator determines, based on the qualification, if the user qualifies for the incentive information.